

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applicant:	Jonathan E. Lowthert et al.	§	Group Art Unit:	2616
Serial No.:	09/766,126	§	Examiner:	Huy Thanh Nguyen
Filed:	January 19, 2001	§	Confirmation No.	9474
Title:	Content With Advertisement Information Segment	§	Docket No.:	BJA.0012US

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

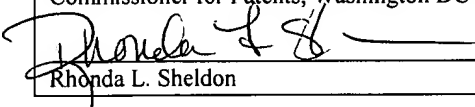
REPLY TO PAPER NO. 041005 (NON FINAL OFFICE ACTION)

Dear Sir:

In response to the Office action of June 6, 2005, please consider the following:

- *Claim Amendments*, which begin on page 2 of this paper; and
- *Remarks*, which begin on page 6 of this paper.

Date of Deposit: October 6, 2005
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as **first class mail** with sufficient postage on the date indicated above and is addressed to the Commissioner for Patents, Washington DC 20231.


Rhonda L. Sheldon